

## NetOnCourse

### Masters of Future Think

**Coping with numbers.** In the world of the global village and the Internet, audience size in live frontal-presentation events is becoming formidable. And as audience-size increases, by necessity so does the passivity of the viewer. Even the most sophisticated solutions get bogged down with increasing numbers of questions and helpdesk experts, until now.

**Enter paradigm-breaking technology,** and a live event is given new dimensions. Any number of questions can be asked – and answered – without disturbing the flow of the event, creating information overload, or requiring extra personnel. Audience members interact at zero noise level, while audience intelligence is exploited and like-minded live newsgroups are formed. And no one misses a word of the presentation, because time itself can be altered.

NetOnCourse has developed a unique new software to enhance web-casting capabilities so that audience size is no longer an obstacle to true interactivity. NetOnCourse takes us into the next dimension where the whole world is your audience.

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Established in 1999 by a dynamic group of highly skilled and talented professionals with extensive experience in data analysis and real-time systems, **NetOnCourse**

**Develops and markets innovative web-casting solutions**

for corporate Intranet and Internet applications enabling a meaningful exchange of information among unlimited numbers of participants in live streaming events or scheduled events.

**Offers innovative concepts for true interactivity with any size audience**  
transforming passive viewers into active participants who control their pace of learning and their level of interactivity without loss of attention to the main event.

**Provides users with new dimensions of analysis and response options**  
based on unique aspects of content-related audience feedback.  
Presenters/commentators can adjust content; advertisers can customize and personalize their message – real-time.

**Enables users to effectively cope with tens of thousands**  
of active participants in a single live event, allowing new business models and delivering top-of-the-line content from best-of-breed presenters.

## Unique Proprietary Products

NetOnCourse provides leading-edge solutions for live web-casting events involving delivery of information to large numbers of interactive participants.

The proprietary M-I family of products developed by NetOnCourse effectively overcomes the problems of large audience interaction. Based on de-facto standards for streaming events, product applications include handling, responding, prioritizing, comprehensive analysis, and more.

Groundbreaking features include:

- Instant generation of newsgroups – Communities are formed around common interests creating an entirely new way of communicating and a new kind of audience interaction (patent pending). This is accomplished seamlessly, while analyses and reports of audience activity and interests are simultaneously generated.
- Total information - Simple, clear and real-time – A complete picture of audience status, reactions, interests, problems and more is available real-time, allowing presenter and audience alike, immediate live-event responsiveness. And to stem the tide of information overload, the amount of information a participant or presenter is exposed to is limited and customized, both automatically and by the individual.

For delivery of rich multi-media presentations to massive audiences over the Internet, while keeping them active participants, the NetOnCourse advanced solution offers unique benefits to everyone involved in the event:

- **Participants** can control the pace of the presentation, express opinions, ask questions, contact other participants, filter incoming information and more.
- **Presenters** have a precise real-time picture of live audience status, received automatically and requiring no action on his part. He is free to concentrate on content without the disturbance of background noise, while in possession of any information needed for adjusting content, real-time.
- **Advertisers** receive analyses of audience interests and reactions allowing them to respond immediately to audience needs and customize advertising messages.
- **Commentators** can contribute additional information to audience or presenter based on content, audience interests and real-time reports.

(product brochure)

## NetOnCourse

NetOnCourse is revolutionizing the world of web-casting.  
Utilizing group cognition resources, real-time, so that audience  
size is no longer an obstacle to true interactivity,  
NetOnCourse takes us into the next dimension where  
the world is your audience.

### The application of Future Think

The presenter, the most limited resource in a live interactive event, is expected to respond to audience questions and requests, which are in turn directed only at him. Obviously, when the audience reaches beyond a certain optimal size, even when the presenter has expert mediators, the numbers get too large to cope.

NetOnCourse has taken a creative look at the situation and turned it on its head. Utilizing the biggest resource – the audience itself – they've developed a whole new way of communicating and interacting that allows true interactivity during live informative events, with absolutely no limitations on audience size. It's a brave new world!

### M-I Live – Mass Interaction for live or scheduled web-casting events

This is how it works.

- If the presenter is the most limited resource, the audience is the most unlimited, and that is exactly the resource that M-I Live taps into.
- Taking advantage of audience intelligence, size now becomes an advantage.
- Participant questions go back into the audience.
- Communities and newsgroups of like-interest people are generated.
- Opinions can be expressed, explored, responded to, without ever interfering with the flow of the event.
- Attention to the main event is not lost since participants can pause, rewind and fast forward.
- Real-time status reports cover every interest, activity and aspect of the event.
- Moderators can intervene to solve problems.
- Presenters can adjust their content.
- Commentators can hone in on special interest areas.
- Advertisers can customize their products and messages to real-time responses.
- ... the possibilities are only just starting to surface.

(boxes)

**Benefits you can't ignore**

- **Interactive** – Transforming passive viewers into active participants, regardless of audience size.
- **No interference** – High levels of interaction at zero noise levels, never interfere with flow of live event.
- **Time-Flexibility** – Participants control the time-flow of a live event to suit his individual pace.
- **Individual attention in a crowd** – The unique needs of each individual are met in the context of a crowded environment.
- **Informed presenters** – The presenter automatically gets a stream of accurate up-to-the-minute reports of audience status without his having to retrieve or request it, and without his attention being distracted from the main event.
- **Informed advertising** – Advertisers get real-time reports of audience groups and special interests.

**APPLICATIONS for live and scheduled interactive web-casting to large audiences with real-time feedback:**

- **Informative lectures with best-of-breed presenters**
- **Promotional product exposure**
- **Conventions with remote participants**
- **Electioneering and candidate speeches**
- **E-learning live**
- **Periodic Analyst Briefing**
- **Corporate Training**